

Message Text

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SUBJ: SECRETARY ROGERS VISIT: MEDIA COVERAGE

1.- EXTRAORDINARY MEDIA COVERAGE GIVEN TO VISIT WAS TRIBUTE
TO ASST. SECRETARY ROGERS AS WELL AS REFLECTING IMPORTANCE
CHILE PLACES ON ITS RELATIONS WITH U.S.

2.- GOC'S NATIONAL TV NETWORK IN WHAT ITS PERSONNEL DESCRIBED
TO USIS AS DRESS REHEARSAL FOR VISIT OF SECRETARY KISSINGER,
MOVED TWO MOBILE UNITS TO AIRPORT FOR LIVE COVERAGE ROGERS
ARRIVAL. TRA OUTLET NETWORK INTERRUPTED ITS NORMAL AFTERNOON
PROGRAMMING TO COVER AIRPORT ACTIVITIES FROM PLANE ARRIVAL
UNTIL AIRPORT DEPARTURE, INCLUDING ARRIVAL STATEMENT. AT
AIRPORT VIP LOUNGE PRIOR SECRETARY'S ARRIVAL, NATIONAL TV
ALSO INTERVIEWED AMBASSADOR POPPER. THIS PROVIDED AMBASSADOR
WITH ANOTHER OPPORTUNITY TO DISCUSS POSITIVE SIGNIFICANCE
OF NEW TRADE ACT. IN EVENING, NATIONAL TV REPEATED INTERVIEW
IN FULL FOLLOWING RERUN OF FOOTAGE TAKEN IN AFTERNOON OF
ROGERS' STEPPING OFF PLANE, HIS ARRIVAL STATEMENT AND VISIT
TO FOREIGN MINISTRY. SECOND DAY OF VISIT NATIONAL TV ALSO
PROVIDED EXCELLENT COVERAGE OF ROGERS MEETING WITH PRESIDENT
PINOCHET AND HIS PRESS CONFERENCE. BOTH DAYS NATIONAL TV
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DEVOTED TEN MINUTES TO STORY WHICH WAS NUMBER ONE ITEM IN

PRIME-TIME EVENING NEWSCASTS.

3.- OTHER TELEVISION CHANNELS, INCLUDING CATHOLIC UNIVERSITY OF VALPARAISO CHANNEL 4 GAVE SUBSTANTIAL COVERAGE TO ENTIRE VISIT. BOTH DAYS CATHOLIC U. OF CHILE CHANNEL 13 LED ITS EVENING NEWSCAST WITH FIVE MINUTE SEGMENTS. NEWSCASTER EVEN COUNTED NUMBER OF WORDS IN ARRIVAL STATEMENT AND NOTED ROGERS SPOKE WITH PERFECT SPANISH ACCENT. ON THREE OCCASIONS CHANNEL 13 DESCRIBED SECRETARY AS "LA CONICO", MEANING CONCISE.

4.- RADIO COVERAGE ALSO EXCELLENT. ALL MAJOR STATIONS, INCLUDING GOC'S NATIONAL RADIO NETWORK, GAVE GOOD PLAY TO ARRIVAL, REBROADCASTING OR QUOTING ARRIVAL STATEMENT IN FULL, MEETINGS WITH PRESIDENT AND OTHER OFFICIALS, PRESS CONFERENCE AND DEPARTURE.

5.- PRESS TOO GAVE EXTRAORDINARY PLAY TO ROGERS' VISIT TO CHILE, INCLUDING PRE-ARRIVAL PUBLICITY, ACTUAL ARRIVAL, MEETINGS WITH CHILEAN LEADERS, PRESS CONFERENCE AND DEPARTURE, HIS VISIT COINCIDED WITH SPECIAL PLACEMENT OF USIS MATERIALS CONCERNING ROGERS IN SANTIAGO AND PROVINCIAL PRESS. AS EXAMPLE, GOC'S "LA PATRIA" CARRIED FULL TEXT OF ROGERS' BI-LINE ARTICLE IN "WASHINGTON-STAR NEWS" ON TRADE ACT. DURING VISIT, ROGERS' MEETING WITH PINOCHET MADE FRONT PAGE HEADLINES WITH ACCOMPANYING PHOTOS IN ALL IMPORTANT DAILIES, AND PRESS CONFERENCE RESULTED IN GOOD SUBSTANTIVE COVERAGE.

6.- ALL MEDIA EMPHASIZED DURING VISIT THAT ROGERS PREPARING WAY FOR ARRIVAL KISSINGER. MEDIA ALSO DREW HEAVILY ON USIS SUPPLIED MATERIALS FOR PRE-ARRIVAL PUBLICITY AND RESULTING HEAVY PUBLICITY DURING VISIT.

7. COMMENT: FOREGOING IS INDICATION OF NEED FOR POST TO HAVE FULL SUPPLY BACKGROUND MATERIALS TO SUPPLY INSATIABLE DEMAND FOR INFORMATION ON BOTH KISSINGERS WELL IN ADVANCE OF THEIR ARRIVAL. VISIT WILL GIVE US EXCELLENT OPPORTUNITY ADVANCE POST'S FOREIGN POLICY OBJECTIVE.
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